

City of Bothell

Lodging Tax Advisory Committee (LTAC) Meeting Notes

January 17, 2017

Meeting began at 9:05 a.m.

Present: Barbara Ramey, Peter Troedsson, Brittany Caldwell, Eric Schaffer, Chip Peterson, Karlie Hamilton, Shawna Pitts. Visitors present: City Manager Jennifer Phillips, Jim Goldberg, Derek Lunde, and Jen Larsen of Red Propeller, Nancy Pipinich. Lynda Quinn was present as notetaker.

Absent: Katie Loveless, Del Spivey

Welcome and Introductions

Barbara introduced City Manager Jennifer Phillips; committee members introduced themselves.

Update on Tourism and Events Coordinator Position, Interview Panel

Barbara reported that HR is still working on the job description. They will meet later this week.

Visitor Development Plan & Contract Status

Council approved both items at their January 10, 2017 meeting. Barbara reviewed the transition plan related to Red Propeller (RP) and the new Tourism Coordinator. Jim outlined the division of duties. RP discussed areas of improvement that were discussed with Brittany and Katie before the holidays. The new Tourism Coordinator will also be researching and moving ahead the idea of signage on the trail.

LTAC Position Vacancies

The application deadline to apply for positions is Feb. 17. Three positions are open: Brittany, Karlie, and Eric.

Red Propeller Update

Derek reviewed the fourth quarter of 2016, providing highlights. The quality of website traffic has improved, as well as a 7% engagement increase. Twenty percent of advertising in 2017 is put towards AdRoll because of this targeting. ExploreBothell numbers were awesome for the fourth quarter. AddRoll were 670, almost 15% new followers on Facebook.

He reviewed the proposal for the first quarter of 2017, including holding monthly content meetings. There was a brief discussion about the totebags. Need to figure out a use for them. Will establish quarterly meetings with hoteliers on upcoming events/strategies around hotel stays, and will update and launch wine and beer packages for the upcoming summer season. Plan to refresh digital ads for the AdRoll.

Briefing on Tree Lighting Event

Nancy Pipinich reported that there were 22 stations, expanded from 12 last year. There were two food trucks. The first year 700 people attended; this year there were 2,500 people. They hope to grow it and become "Leavenworth-esque" and expand what they are currently doing. The total cost of lighting the tree was \$16,200. She thanked the Committee and City, and advised LTAC that they

want to continue the efforts, and asked if LTAC wants to continue to sponsor the event by providing ongoing maintenance. Discussed what avenue support takes. Barbara will review this request and bring it back to LTAC for discussion. Nancy is requesting \$3,000.

There was a brief discussion of the need for materials to have in businesses, explore Bothell, etc., to drive traffic. In the past there was something done, i.e., window clings, etc. It was pointed out that this wasn't well received on Main Street in the past but that attitude may be different now. Further discussion followed.

JLARC Reporting

Barbara reminded the Committee that the JLARC reporting period is coming up. She asked that data gets to Lynda by the end of February so she can enter the data in their website. Lynda will follow up with an email.

Meeting adjourned at 10:25 a.m.